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W. W. Wallace

1906



The **“3W”**
STRAWBERRY

Was Awarded a Silver Medal at
the St. Louis World's Fair.

Propagated by W. W. WALLACE & SONS, Harriman, Tennessee.

An unbroken record showing “3W” Strawberry to be
the most valuable discovery in the strawberry king-
dom during the present century:

April, 1901, 15 plants were found growing wild on the right of way of the Harriman Northeastern R. R., the plants were transplanted into propagating bed and produced 600 plants the first year. In 1902 the original 15 plants produced one quart of berries to the plant, and the 600 plants, produced 25,000 plants. In 1903 the “3W” withstood 26 days drouth without falling down and produced berries of the very highest type. In 1904 the “3W” won highest prize at Worlds Fair and made a record of keeping 10 days. In 1905 the “3W” withstood the freezing of April 15 and 16 and made a big crop of big red berries, while other standard varieties made from 15 to 25 per cent. of the crop. Four berries picked 30 days after berries commenced to ripen placed side by side covered a space of six inches. “3W” stipeuate, highly colored, huge in size fruitful enough to elicit astonishment, quality of the very best.

This berry is a chance seeding, discovered and cultivated by W. W. Wallace, of Harriman, Tenn., and possesses so many points of excellence as to deserve being ranked as a perfected strawberry. An enumeration of its good qualities must include the following:

1st. Delicacy of flavor. It is so sweet and palatable that it may be eaten and enjoyed without sugar just as you eat an apple or an orange.

2nd. Abundance of crop. Its fruitfulness is phenomenal, and sufficient to satisfy the most exacting.

3rd. Long season of fruitage. It has a season of abundant fruitage of from 5 to 6 weeks, and covers the shipping season of an early, medium and late berry, ripening as early as the "Lady Thompson" (early) and continuing in fruitage through season of the "Howell Seeding No. 2" (medium) and the "Gandy" (late.)

4th. Size and uniformity. It may be classed among the largest berry and runs very uniform in size.

5th. Richness. It has a deep crimson color through and through, instead of a skim of red on the outside and white or pale on the inside, as found in most other varieties. Its color attracts attention wherever put on the market.

6th. A staminate berry. It is very profuse in pollen and needs no other plant to fertilize it.

7th. Perfection of a shipper. The skin of the "3W" berry is very tough and the meat is so very firm that perfection as a shipper has been closely approached, if not absolutely secured.

8th. Vigor of plant growth. It is a large plant with clean, healthy foliage, sufficient to shade fruit and prevent sunburn. It has a root system of such vigor as to resist drouth and other unfavorable conditions.

9th. A fine plant producer. It makes an abundance of large healthy plants and sets them 15 18 inches apart after parent plant has been relieved of the burden of fruit.

The crop of 1906, was simply enormous in productiveness of large red luscious berries.

R. Rutherford, Post Master at Clinton, Tenn., grew specimens that weighed over two ounces.

Judge John H. Hatfield—Harriman, Tenn., testifies that he picked from one plant at one time, one quart of ripe berries.

Harriman, Tenn.

I worked as foreman last spring 1906 for the Harriman Strawberry Co. I had charge of a bed of "3W" strawberries about six acres in all lying west of Harriman, on land belonging to the

Harriman Land Co., and adjoining Mrs. Castles land. I certify that four acres of this patch lying on the flat on top the hill produced at least 1,000 crates of fine berries, 24 quarts to the crate. I kept check of this by the number of crates used, also by the amount paid pickers for picking.

Robt. R. Ayers.

OFFICIAL RECORD AT WORLD'S FAIR, ST. LOUIS, 1904.

Report from Col. J. W. Rosamon, Custodian of Tennessee Horticultural Exhibit at World's Fair, and an Extensive Strawberry Grower of 38 Years Experience.

Humbolt, Tenn., Oct. 4, 1904.

Messrs W. W. Wallace & Bro.

Dear:—Replying to your question of Sept. 23, relative to the "3W" strawberries, I beg to state that I as custodian of the Tenn. Horticultural Exhibit at St. Louis, received from W. W. Wallace, of Harriman, Tenn, eleven quarts of the "3W" strawberries last Tuesday evening, and put them on exhibition Wednesday morning. Late Friday evening I went over them carefully and found only seven berries on the eleven plates not in good condition.

They were continued on exhibition until Saturday night, at which time I removed some of the softest ones and ate them for my dinner on Sunday. On Monday morning, to my great surprise, I still found enough of them sound and in good order to arrange four plates for exhibition.

I put four plates on exhibition Monday and kept them there until Thursday. By this time they were pretty well dried. They did not rot. I regard the "3W" as a wonderful strawberry and a grand acquisition to the list.

Yours respectfully,

J. W. Rosamon.

I certify that the foregoing is a true copy of the original letter from Col. J. W. Rosamon, Oct. 8, 1904.

W. A. Gromley, C. C. C. of Monroe Co. Tenn.

This exhibit was made from berries picked on Monday at Harriman, Tenn., and transported over 500 miles to St. Louis, and still made the unparrelled record of 10 days exposure to the air without rotting.

Knoxville, Tenn., February 11, 1907.

I have been familiar with the "3W" within a year of its first discovery by Mr Wallace, and consider it a variety of extraordinary merit. It is perhaps the most beautiful of all strawberries, very bright red in color, keeping its color to the center of the fruit, well shaped, quite firm, and of excellent quality. In season it is possibly a little later than lady Thompson. The plant is remarkably strong, and is a very prolific bearer. I consider it a great acquisition to the strawberry list.

CHARLES A. KEFFER.

Pausouby, Ontario, January 3, 1907.

W. W. Wallace & Sons, Harriman, Tenn.,

Dear Sirs: I fruited your '3 W' strawberry last season and the following is a copy of my report to the experimental station: "3W" [Perfect.] This new one was of the very best for market. At one of the pickings I picked three quarts without moving. At another later picking I picked a box for every two feet of the row. Very productive. The plant is large, healthy, a vigorous grower. The berry is a large conical blunted end, fine bright scarlet color, seeds yellow, fine nutty flavor, medium firm flesh pink to white, one of the best fruiting that year. I am very much pleased with it. Could I get more plants from you.

Yours truly, E. B. STEVENSON.

Horticulturalist Experimental Station, Pausouby, B. C., Canada.

Department of Agriculture, Nashville, Tennessee.

Mr. W. W. Wallace, Harriman, Tennessee.

Dear Sir:—Your favor of February 13th asking for a testimonial as to the merits of the "3W" strawberry received. In reply will say, I consider the "3W" strawberry one of the finest berries I have ever seen. It combines all that one could desire in a berry, namely, a vigorous grower, a large producer, and delicious flavor.

Yours truly,

W. W. OGILVIE, Commissioner.

Plants \$1.00 per 100 or \$7.50 per 1000.

Ready for shipment Sept. 1st to May 1st. Every plant guaranteed true to name, and a good one.

W. W. WALLACE & SONS,
Harriman, Tennessee.

February 27th, 1906.

